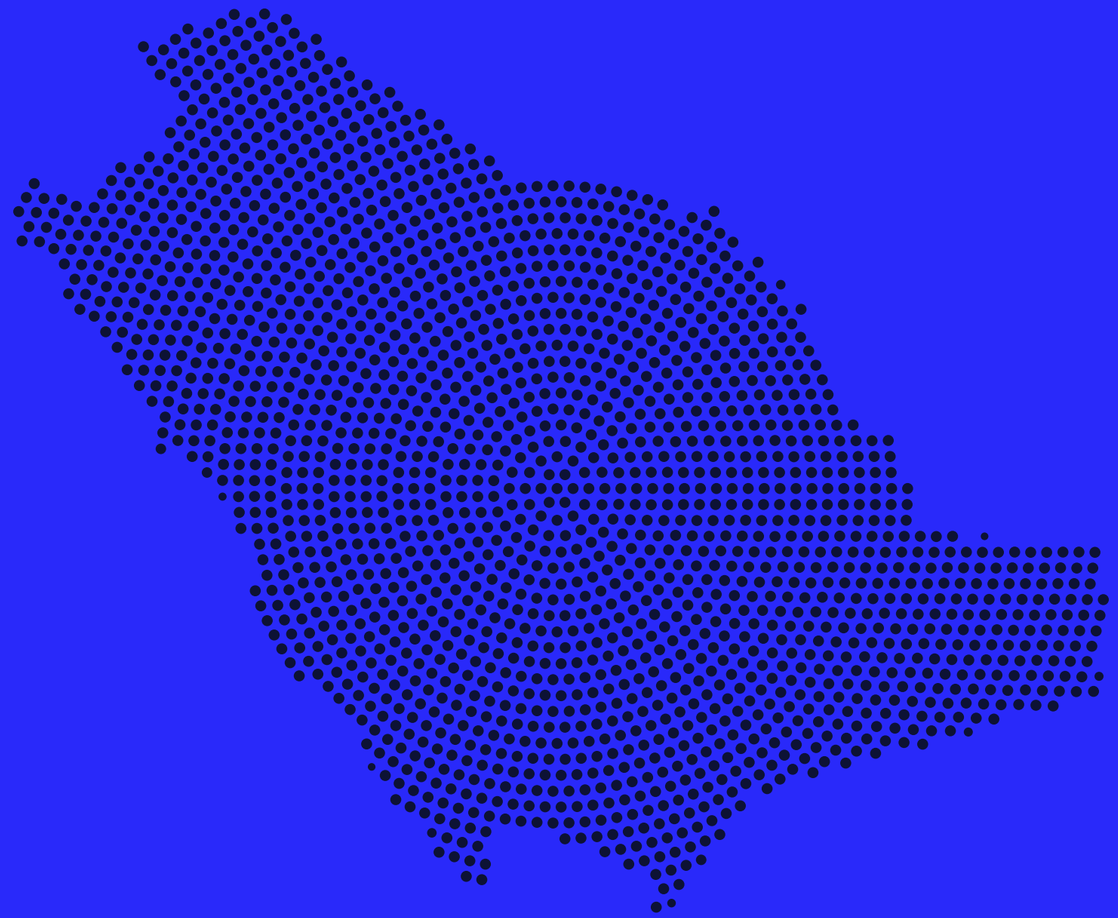
expillar®
CONSULTING



CONSULTANCY PROFILE

BUILDS 360° BRAND ECOSYSTEM

from strategy, infrastructure, and operations to peak market valuation. We structure enterprise identity into high-value, investable assets engineered for capital attraction and acquisition.



Table of content

Our Strategic Purpose 3
The Brand as a Driver of Business Success and Growth 4
Principal Consultant's Message 5
Strategic Alignment with Saudi Vision 2030 6
About expillar Consulting 7
Vision & Mission 8
Strategic Positioning 9
Why Expillar 10
Industries We Serve 11
Expillar Strategic Paradigm 12
Expillar Capabilities Portfolio 13
Advisory Engagements 17
Strategic Alignment with the Saudi Economic Landscape 18

EXPILLAR'S STRATEGIC PURPOSE

We define the brand as an enterprise asset, aligning corporate vision, culture, and market execution to guarantee growth, expansion, and longevity.

THE BRAND AS A DRIVER OF BUSINESS SUCCESS AND GROWTH

A powerful brand is more than a name or visual identity, it is a strategic business asset that drives trust, differentiation, customer loyalty, pricing power, and growth. When aligned with corporate strategy, customer experience, culture, sales, and operations, the brand becomes an engine for commercial performance and organizational alignment. Strong brands create competitive advantage, strengthen market positioning, support expansion, and increase customer and stakeholder confidence. At Expillar, we transform brand potential into enterprise value by building strategic brand foundations, structuring and valuing intangible assets, and connecting brand equity directly to measurable business performance, sustainable growth, and long-term enterprise value.



PRINCIPAL CONSULTANT'S MESSAGE

A brand is an enterprise's most critical financial asset, without it, a business struggles to scale. At Expillar, we redefine the brand as the central driver of sustainable expansion. By intersecting corporate vision, C-suite governance, sales velocity, and Saudi Arabia's national economic growth, we guide organizations to build, value, and monetize complete brand ecosystems. We transform brands into certifiable, high-yield engines of market leadership and enduring enterprise value.

Alaa Mesbah



STRATEGIC ALIGNMENT WITH SAUDI VISION 2030

As Saudi Arabia accelerates its transition toward a knowledge-driven economy under Vision 2030, national champions and high-growth enterprises face a critical imperative: converting market share into enduring, bankable brand equity.

Expillar serves as the strategic catalyst in this national evolution. We partner with leaders across the Kingdom to transform local enterprises into globally competitive, high-valuation institutions, ensuring Saudi brands command pricing power, stakeholder trust, and sustainable multi-market expansion.



ABOUT EXPILLAR CONSULTING

Expillar is a specialized consultancy engineering integrated brand ecosystems for market leaders, holding groups, and sovereign-backed entities across the Kingdom. We bridge the gap between management consulting and brand architecture by approaching brand through a 360-degree enterprise lens. From foundational strategy, infrastructure, identity, and customer experience to operational alignment, cross-functional intersections, and ultimate financial readiness, we build brands designed for maximum valuation, investable asset positioning, and capital attraction.



OUR VISION

To position brand equity as a board-level driver of enterprise valuation, commercial power, and sustainable international expansion across regional and global markets.

OUR MISSION

To transform corporate brands into structured, measurable intangible assets that unify executive strategy with operational execution, commercial speed, and national economic priorities to guarantee long-term enterprise scalability.

OUR STRATEGIC POSITIONING

We view brand as a critical, high-yield intangible asset. In today's competitive and rapidly evolving landscape, and business operating without a strategically anchored brand inevitably struggles to scale, capture market share, or command premium valuation. A brand is the definitive catalyst for enterprise expansion, specifically when seamlessly integrated with corporate vision, go-to-market mechanics, commercial sales funnels, national economic agendas, and institutional governance.



WHY EXPILLAR

- **C-Suite & Boardroom Alignment:**

We speak the language of CEOs, CFOs, and Investment Committees, connecting brand architecture directly to balance-sheet metrics, investor relations, and enterprise valuation.

- **Valuation & Intangible Asset Mastery:**

We go beyond creative execution to identify, protect, and value intangible brand equity for capital raising, M&A, joint ventures, and IPO readiness.

- **Deep Saudi Mastery with Global Benchmarking:**

Rooted in Saudi Arabia's regulatory and commercial landscape, we combine local market precision with tier-one global consulting methodologies.

- **End-to-End Governance & Risk Assurance:**

We build robust governance structures that protect brand equity against operational drift, regulatory shifts, and market disruption.



INDUSTRIES WE SERVE

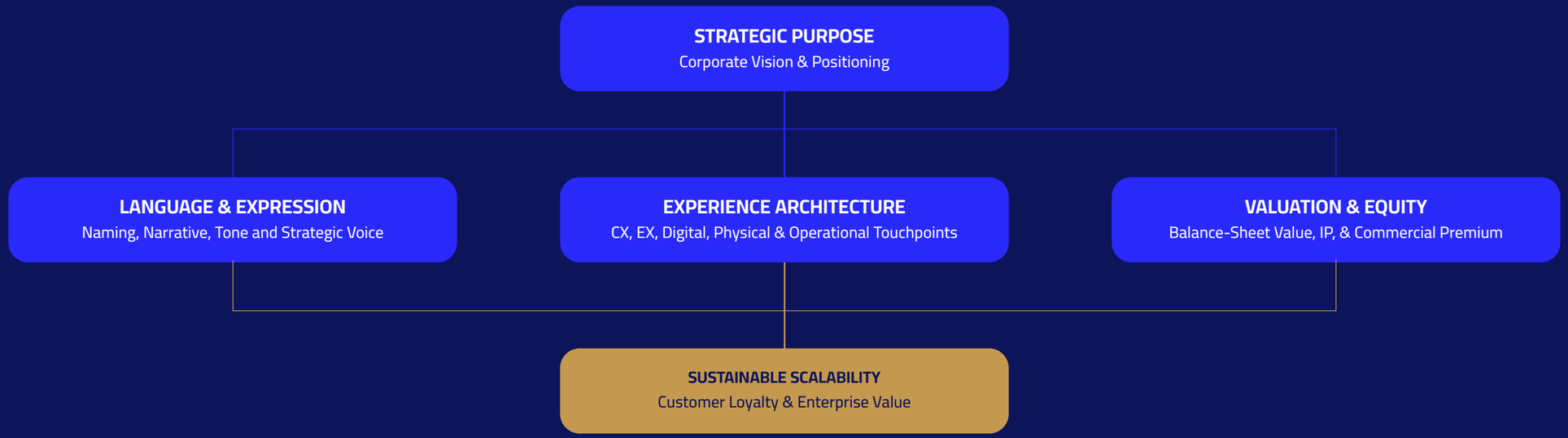
Grounded in a proven track record across key Vision 2030 sectors including Tourism, Healthcare, Tech & AI, Logistics, Real Estate, Retail, F&B, Financial Services, the Public Sector, Family Conglomerates, and more.

Expillar's brand advisory practice bridges deep Saudi sector history with global benchmarking to transform brand equity into a high-yield,
balance-sheet asset. We align brand strategy directly with executive vision, commercial execution, and governance to elevate enterprise valuation, accelerate growth, and command long-term market leadership.



THE EXPILLAR STRATEGIC PARADIGM

Where market incumbents treat brand as a marketing expenditure, Expillar deploys an integrated ecosystem model, transforming brand performance into a defensible competitive moat and a scalable driver of enterprise equity.



Expillar Capabilities Portfolio

BRAND STRATEGY & EXPERIENCE ARCHITECTURE

We build the strategic and institutional foundation of the brand, aligning corporate purpose, positioning, portfolio architecture, customer experience, employee experience, culture, governance, and brand systems into one coherent enterprise ecosystem.

STRATEGIC DELIVERABLES

- Brand Purpose & Architecture
- Brand Portfolio & Naming Architecture
- Brand Governance & Institutionalization
- Corporate Brand Strategy & Positioning
- Customer Experience (CX) Architecture
- Customer Journey & Service Design
- Digital & AI Brand Governance
- Employee Experience (EX) & Culture



BRAND ASSETS, VALUATION & INTELLECTUAL CAPITAL

We identify, structure, protect, value, and commercialize the intangible assets that contribute to enterprise value, preparing organizations for capitalization, M&A, investment, joint ventures, and strategic growth.

STRATEGIC DELIVERABLES

- Brand Valuation
- Brand Equity Assessment
- Intangible Asset Identification & Valuation
- Intangible Asset Management
- Intellectual Property Management
- IP Commercialization & Licensing
- M&A Brand & Intangible Asset Due Diligence
- Post-Merger Brand Integration
- Pre-IPO & Investment Readiness



BRAND-TO-BUSINESS COMMERCIALIZATION

We translate brand equity into measurable commercial performance by connecting brand positioning with go-to-market strategy, pricing, sales, innovation, customer acquisition, retention, and revenue growth.

STRATEGIC DELIVERABLES

- Commercial & Innovation Strategy
- Commercial Funnel Optimization
- Customer Acquisition & LTV Growth
- Enterprise Sales Architecture
- Go-to-Market (GTM) Strategy
- Key Account & ABM Strategy
- Pricing Power & Margin Expansion
- Sales Enablement & RFP Strategy
- Strategic Partnerships & Channel Monetization
- Value Proposition Engineering



Since 2020, Expillar has delivered 50+ strategic engagements across 15 key sectors, partner-led with family holding groups, high-growth enterprises, and market-shaping institutions across the Kingdom. Every engagement is engineered around a singular benchmark:

Brand Ecosystem Integration, Tangible Equity, and Sustainable Market Expansion.

ENGAGEMENTS BY SECTOR



68 Advisory Engagements Delivered Since 2020

STRATEGIC ALIGNMENT WITH THE SAUDI ECONOMIC LANDSCAPE

Expillar aligns with Saudi Vision 2030 by empowering enterprises and national champions to build brand ecosystems that drive sustainable business expansion, market leadership, and measurable valuation growth. We view brand not merely as an aesthetic identity, but as an integrated enterprise asset, encompassing strategic positioning, sensory and digital experiences, operational touchpoints, and intangible equity. By bridging business strategy with multi-dimensional brand architecture, Expillar enables organizations across the Kingdom to cultivate deep stakeholder loyalty, command premium market positioning, and unlock long-term asset value in alignment with Saudi Arabia's national economic transformation.

expillar
CONSULTING

ENGINEERING ENTERPRISE STRATEGY, OPERATIONS, AND VALUATION FROM THE GROUND UP.

Request Your Discovery Meeting
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